

ASSIGNMENT 8

Textbook Assignment: "Newspaper Staff Supervision" and "Broadcast Management," pages 7-14 through 8-28.

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| <p>8-1. Microcomputers used in desktop publishing require what minimum amount of memory?</p> <ol style="list-style-type: none">1. 350K2. 512K3. 603K4. 720K <p>8-2. You should consider including a good dot-matrix printer as part of your desktop publishing outfit for which of the following reasons?</p> <ol style="list-style-type: none">1. To use as a backup in case the main printer fails2. To print first drafts of pages3. To print figures and graphics4. To produce near-typeset-quality print at a reasonable cost <p>8-3. You should consider all except which of the following microcomputer peripherals for use with your desktop publishing system?</p> <ol style="list-style-type: none">1. Mouse2. Scanner3. Digitizer4. External modem <p>8-4. Before You purchase desktop publishing software, you should examine which of the following points?</p> <ol style="list-style-type: none">1. Compatibility with existing hardware2. Availability of a good graphics file3. Both 1 and 2 above4. Popularity among local civilian public relations offices | <p>8-5. The rules and regulations of Navy broadcasting are contained in which of the following DoD instructions?</p> <ol style="list-style-type: none">1. 5120.31-R2. 5120.20-R3. 5396.31-R4. 5720.44-R <p>8-6. In managing an NBS detachment, you should avoid which of the following practices?</p> <ol style="list-style-type: none">1. Segregating personnel according to job description2. Asking a JO to complete a nontechnical PMS check3. Assigning the detachment YN2 to an evening board watch4. Both 2 and 3 above <p>8-7. The chief engineer at an NBS detachment usually has direct access to the manpower and resources of what section?</p> <ol style="list-style-type: none">1. Administration2. Operations3. Training4. supply <p>8-8. What section of an NBS detachment is responsible for television and radio news, production and programming?</p> <ol style="list-style-type: none">1. Engineering2. Administration3. Supply4. Operations |
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- 8-9. For natural disaster purposes, the manager of an NBS detachment should list the procedures station personnel must follow in which of the following sources?
1. SOP book
 2. Command disaster plan
 3. PAO log book
 4. Detachment adverse incident plan
- 8-10. A spot announcement written by a JO2 in the continuity department should be kept in the alibi file for what total number of months?
1. 6
 2. 9
 3. 3
 4. 12
- 8-11. The continuity section of an NBS detachment normally operates in conjunction with which of the following departments?
1. Television
 2. Operations
 3. Radio
 4. Engineering
- 8-12. Cross-training at an NBS detachment is important for which of the following reasons?
1. To produce well-rounded leaders of the Navy of tomorrow
 2. To keep people interested in their jobs
 3. To guard against over-specialization
 4. All of the above
- 8-13. When developing a master television programming schedule, your primary goal should be to provide the viewer with what service?
1. Entertainment
 2. Command information
 3. Training
 4. Education
- 8-14. Compatibility, with regard to television programming, is defined in what way?
1. Scheduling similar materials within a specified block
 2. Scheduling materials to conform to the daily activities of the audience
 3. Scheduling materials to maximize the use of station equipment
 4. Scheduling materials that are approved by the commander
- 8-15. To obtain compatibility in your programming schedule, you should use which of the following programming strategies?
1. Principle blocking
 2. Day division
 3. Appeal blocking
 4. Dayparting
- 8-16. The program director should assemble a programming schedule with a good audience flow. In doing this, he is trying to accomplish which of the following goals?
1. Keeping the audience tuned in
 2. Maintaining the consistency of the schedule
 3. Keeping the schedule moving with few interruptions
 4. Maintaining a good relationship with the audience
- 8-17. To obtain the best possible audience flow in a programming schedule, the program director should base his schedule on which of the following sources of information?
1. Informal conversations with members of the audience
 2. Formal conversations with members of the audience
 3. Results of the most recent audience survey
 4. Results of the most recent command attitude survey

- 8-18. You should consider repeating a popular program during your programming day for which of the following reasons?
1. To satisfy those audience members who request to see it again
 2. To meet the needs of command shift workers
 3. To offer additional training opportunities for your staff members
 4. To prove your flexibility to the chain of command
- 8-19. Television stations at NBS detachments are provided with what total number of programming hours per week?
1. 67
 2. 85
 3. 92
 4. 114
- 8-20. A program director may use Tele-Tips for which of the following reasons?
1. To determine natural break times. for inserting local spots
 2. To obtain the latest SATNET program advisory
 3. Both 1 and 2 above
 4. To obtain the latest news on the entertainment industry
- 8-21. SATNET is designed to provide NBS detachments overseas with which of the following programs?
1. New movies
 2. New SITCOMS
 3. Time-sensitive news and sports
 4. Music videos
- 8-22. Because AFRTS programming cannot compete directly with similar civilian programming, AFRTS-BC programming in certain geographical locations may be subject to partial airing restrictions.
1. True
 2. False
- 8-23. You schedule *Victory at Sea* to air Monday through Friday at 2100. This is an example of what type of blocking?
1. Free form
 2. Vertical
 3. Diagonal
 4. Horizontal
- 8-24. The free form blocking technique incorporates which of the following blocking techniques?
1. Diagonal
 2. Vertical
 3. Horizontal
 4. Both 2 and 3 above
- 8-25. To obtain balance when you prepare a television schedule, how should you pattern your prime time programming block?
1. By simulating stateside prime time blocking
 2. By simulating AFRTS prime time blocking
 3. By copying the prime time blocking of another successful broadcasting detachment
 4. By duplicating the free form blocking technique in DoD 5120.31-R
- 8-26. You are in charge of programming at an NBS detachment. You decide that the time blocking method will best suit your program scheduling needs. To make this method work, you must take which of the following actions?
1. Use the horizontal blocking programming method
 2. Use the free form blocking programming method
 3. Use filler material to start all programs on the hour or half hour
 4. Use television library (TL) videocassettes to start all programs at odd times

8-27. When you schedule your programs to run back-to-back and start them at odd times, you are using what type of time technique?

1. Timer blocking
2. Off-time blocking
3. Direct blocking
4. Sequential blocking

8-28. Initially, you should construct your master program schedule in which of the following ways?

1. By drawing a grid on a dry marker or chalkboard and filling in the blocks
2. By making a rough draft of the schedule on a program schedule work sheet
3. By writing the programs on index cards of different colors and placing them in the desired order
4. By making a rough draft of the schedule using the programming guidance available from SATNET

8-29. The weekly programming schedule serves what primary purpose?

1. To publicize the schedule to the command
2. To provide alibi copy for the programming director
3. To maintain the consistency of the programming from week to week
4. To simplify last-minute changes to the daily schedule

8-30. All except which of the following items is usually included in a weekly television schedule?

1. The title of the program
2. The day of the broadcast
3. The time of the broadcast
4. The run time of the program

8-31. To understand the audience appeal of the programs available at your radio station, you should take which of the following actions?

1. Personally interview as many radio listeners as you can
2. Review the list of programs available at your station
3. Both 1 and 2 above
4. Review the AM radio segment of Tele-Tips

8-32. You should play up-tempo music and provide news and information during which of the following radio programming dayparts?

1. Afternoon drive time
2. Midday drive time
3. Morning drive time
4. Fringe time

8-33. You should schedule prerecorded AFRTS-BC programs in which of the following time slots?

1. During the afternoon drive time
2. During the midday drive time
3. After the afternoon drive time
4. after the morning and midday drive times

8-34. In addition to playing music, a DJ should air what type of information?

1. That of immediate interest to the local community
2. That of moderate interest to the local community
3. That of general importance to command personnel
4. All of the above

8-35. According to an AFRTS-Arbitron survey, which of the following local live DJ show formats is considered the most viable for prime-time?

1. Top-40
2. Urban
3. Country
4. Adult contemporary

- 8-36. Before you add a local live DJ show to your radio schedule, you should consider which of the following factors?
1. The DJ's popularity
 2. The manpower resources of the station
 3. The DJ's skill level
 4. The CO'S music preference
- 8-37. The majority of the prerecorded radio shows provided by AFRTS-BC are a total of how many minutes?
1. 45
 2. 50
 3. 55
 4. 60
- 8-38. When, if ever, can your top-of-the-hour radio newscast exceed five minutes?
1. When the most recent audience survey justifies it
 2. When the music format of the following DJ show includes many short selections
 3. When training concerns justify it
 4. Never
- 8-39. The master radio program schedule sheet differs from the radio program schedule work sheet in which of the following ways?
1. The master schedule sheet lists the program sources; the work sheet does not
 2. The master schedule sheet lists the times the shows air; the work sheet does not
 3. The master schedule sheet does not list the names of the shows; the work sheet does
 4. The master schedule sheet does not describe the content of the shows; the work sheet does
- 8-40. A full week of radio programming usually contains what time blocking technique?
1. Vertical
 2. Horizontal
 3. Both vertical and horizontal
 4. Off-time
- 8-41. Your NBS detachment is equipped with both AM and FM radio stations. To satisfy the different musical preferences of the audience, you schedule two 1300 radio shows: classical music on AM and top-40 on FM. This is known as what type of programming method?
1. Reverse
 2. Counter
 3. Competitive
 4. Forward
- 8-42. Broadcast quality video cameras are designed to reproduce colors accurately at what color Temperature?
1. 2800°K
 2. 3200°K
 3. 5500°K
 4. 7300°K
- 8-43. What type of light is most commonly used in the broadcast industry?
1. Pulse xenon
 2. Direct beam
 3. Tungsten halogen
 4. Quartz iodine
- 8-44. What is the approximate color temperature of fluorescent light?
1. 3200°K
 2. 3400°K
 3. 4500°K
 4. 5400°K
- 8-45. Which of the following video camera filters does NOT affect the color temperature of light entering a camera?
1. Neutral-density
 2. Direct sunlight
 3. Fluorescent light
 4. Dusk/dawn

- 8-46. If you are not sure what video camera filter to use in a given situation, What should you do?
1. White balance the camera
 2. Use a neutral-density filter
 3. Use a direct sunlight filter
 4. Take a color temperature meter reading
- 8-47. You and your ENG team are preparing to do a stand-up in the CO's office (ashore command). Which of the following lighting approaches should you take?
1. Using whatever natural light is available
 2. Using a pulse xenon light
 3. Bouncing the light off the overhead onto the reporter
 4. Both 3 and 4 above
- 8-48. If you overlight a subject during a righttime ENG shoot, what will most likely result?
1. The amount of contrast between the subject and background will decrease
 2. The amount of contrast between the subject and background will increase
 3. The acceptable depth of field range will decrease
 4. The risk of scrim failure will increase
- 8-49. With regard to microphone usage during an ENG shoot, you should adhere to which of the following guidelines?
1. Use the camera-mounted microphone for stand-ups whenever possible
 2. Use the lavalier microphone only when it will not be visible on camera
 3. Use the camera-mounted microphone only to record natural sound
 4. Use the lavalier microphone only to record natural sound
- 8-50. Your ENG team is assigned to cover a news conference. When you arrive at the site, you discover that all that available microphone space on the lectern is taken. What should you do?
1. Use the camera-mounted microphone
 2. Clip a lavalier microphone to one of the public address speakers
 3. Tape a stick microphone to either the left or right side of the lectern
 4. Clip a lavalier microphone to a microphone already in place
- 8-51. Piecing together a two-minute story from shot sequences taken during a 14-month construction project is known as what time technique?
1. Filmic
 2. Aggregate
 3. Composite
 4. Inclusive
- 8-52. You should write the intro to a video news story at what point?
1. Before the story is written and assembled
 2. Before selecting the sound bites for the story
 3. After the rough outline is written
 4. After the story is written and assembled
- 8-53. In a video news story, the primary information transmission carrier is what element?
1. The script
 2. The video images
 3. The subliminal message
 4. The transitory meaning
- 8-54. What individual answers to the NBS detachment officer in charge and is responsible for making news assignments?
1. Senior reporter
 2. News director
 3. Broadcast engineer
 4. ENG supervisor